



# Kent Valley Ice Centre Advertising Package



Family Ice-Entertainment.  
Show your support for youth hockey  
& community recreation centers.  
Advertise in front of over 250,000+ visitors per year<sup>1</sup>.

<sup>1</sup> According to study conducted by Major League Marketing

**Package #1**

**Dasher Board Ad** \$2,500.00/year

Package Includes:  
 2 dasher ads (opposite sides) Size: 8' (W) x 3' (H) – 24 s.f. ad  
 40 skating passes for Admission & Skate Rental (up to \$1000 value)



Questions? Email  
[Lexi@kentvalleyicecentre.net](mailto:Lexi@kentvalleyicecentre.net)



**Did you know?**

Kent Valley Ice Centre is a 67,000 s.f. \$10 million family-oriented facility that is located in the City of Kent's Hogan Park. Along with offering healthy recreational opportunities for the community & families, the Ice Centre is home ice to Kent Valley Youth Hockey Association, the Kent Valley Figure Skating Club, and the Greater Seattle Hockey Association - which skates up to 38 Adult hockey teams in our facility every week!

**Package #2**

**Zamboni Ad** \$7,500.00/year

Package Includes:  
 One Zamboni ad displayed on both sides of Zamboni.  
 40 skating passes for Admission & Skate Rental (up to \$1000 value)



**Package #4**

**Scoreboard** \$15,000.00/year

Package Includes:  
 Your logo under the score clock.  
 Annual skating party for you and 100 guests (\$2,750 value)



**Package #3**

**Large Banner** \$6,500.00/year

Package Includes:  
 One large wall banner ad approximately 16' (H) x 24' (W) – 384 s.f.  
 40 skating passes for Admission & Skate Rental (up to \$1000 value)



**Package #5**

**Skating Aid** \$250.00/year

Package Includes:  
 Your logo and small ad on one of our popular Skating Aids  
 Appx. 12" x 12"



# Advertising Specs & Rates 2020

## Contact Information

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

CITY: \_\_\_\_\_

ZIP \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

**Advertisement Type:** Circle all applicable and refer to details, rates and submission deadlines as outlined in [Advertising Specs & Rates](#).

### Kent Valley Ice Centre

Dasher Ad                      Zamboni                      Score clock

Naming Rights                Large Banner                Skating Aid

Direct Web Link: \_\_\_\_\_

**Website link add \$450/year (Circle if desired and provide link address)**

**DATE** \_\_\_\_\_

#### Technical Requirements

- Ads must be sized according to the specifications outlined in the Advertising Specs & Rates.
- Materials, content, and production must be approved by Kent Valley Ice Centre
- The Ice Centre does not accept responsibility for photograph reproduction errors or copyright infringement. Review the content & quality of photos appearing in your ad.
- Ad artwork and proofs must be submitted electronically to [Lexi@kentvalleyicecentre.net](mailto:Lexi@kentvalleyicecentre.net).

#### Guidelines & Placement

- The Kent Valley Ice Centre reserves the right to refuse any ad that is deemed of unacceptable quality, unsuitable, inappropriate or of incorrect size.
- Ad placement is at the discretion of the Kent Valley Ice Centre. The Ice Centre reserves the absolute right to refuse any ad it deems to contain inappropriate or offensive material.
- Ads containing registration forms, sponsorship names and/or coupons, or contain competing products or services will not be accepted.
- Ads will be deemed correct and printed as submitted. Submitted ads are not proofread for spelling, grammar, or punctuation.

#### Confirmation & Payment

- A completed Advertisement Agreement Form must be submitted and received along with payment and final artwork to secure advertising space.
- Payment is non-refundable.
- **Production costs vary depending on desired complexity & graphics. All production costs are the responsibility of advertiser and are in addition to the advertising fee.**

**Note:** Ads become the property of the Kent Valley Ice Centre. The Ice Centre does not maintain ads on file for future placement; therefore, please retain a copy of the artwork for your records.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Payment Information:** Circle and complete information as applicable.

**Credit Card:**                      Visa                      MasterCard                      Check# \_\_\_\_\_

Card Number: \_\_\_\_\_                      Expiration: \_\_\_\_\_

**Print Cardholder's Name:** \_\_\_\_\_

Cardholder Signature (Required): \_\_\_\_\_

**Total Payable \$** \_\_\_\_\_

Checks: Please make checks payable to **Kent Valley Ice Centre**  
And deliver/mail to:

**Kent Valley Ice Centre**  
6015 South 240<sup>th</sup> Street  
Kent, WA 98032

# Kent Valley Ice Centre

## Advertising Guidelines & Standards

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### Advertiser Responsibilities:

1. Submit to the Kent Valley Ice Centre (Ice Centre) for approval via email a high quality/resolution digital image of their proposed advertisement. Acceptable file formats are PDF, EPS or JPG at a minimum of 300dpi.
2. Ensure that the advertisement shall be in accordance with the Kent Valley Ice Centre Advertising Standards Policy (below). It shall be the right of the Ice Centre, at any time, to remove any advertising which in the sole opinion of the Ice Centre, is not considered appropriate.
3. Upon approval from the Ice Centre in writing of your proof, have your ad produced and deliver the approved advertisement to:

Kent Valley Ice Centre  
6015 South 240th Street  
Kent, WA 98032  
[lexi@kentvalleyicecentre.net](mailto:lexi@kentvalleyicecentre.net)

Must verify that ads are produced using Ice Centre approved materials and according to all guidelines and size requirements. We have professional sign companies that have provided ads and can prepare proofs and manufacture your ad for you. Please inquire about this option.

4. Must submit payment at time of reservation. Ads must be provided to the Ice Centre for placement no later than one (1) month from the payment date. The ad space rental period shall be one year unless otherwise agreed in writing. The term will commence immediately upon placement of the ad. However, in the event ad proof is not timely supplied, the rental of the ad space shall automatically commence exactly one (1) month after the payment reservation date.
5. The Ice Centre reserves the right to extend the placement date of prepaid ads at its own discretion.
6. Advertisers will be offered first right of refusal for renewals of existing ad location(s).
7. Ad materials and printing costs vary considerably depending on the complexity of the desired ad.
8. All material, printing & production costs are additional.

### Kent Valley Ice Centre Advertising Standards Policy

In determining the acceptance of advertising within its facilities, the Kent Valley Ice Centre reserves the absolute right to approve/refuse any advertisement. Specifically, but not limited to:

- a. The Kent Valley Ice Centre will not accept advertising of questionable taste or which, in its sole discretion, is considered offensive or irritating in its style, content, or method of presentation.
- b. Advertising must be free from offensive references involving racial, religious, or political matters.
- c. The Ice Centre reserves the right to refuse any ad that offers competing products or services as those offered at the Ice Centre in their sole discretion.
- d. Tobacco and alcohol advertising is not permitted.
- e. All sales are final/no refunds. In the event of facility closure due to events outside the Ice Centre's control, the advertising term shall be extended by an amount equal to the closure and advertiser shall receive the full term anticipated.